Lee Milteer's Millionaire Smarts® Coaching Program
Get Out of Your Way and Prosper

Lee Milteer Interviews Dr. Gene Landrum

III. Icons Aren't 'Normal'

Dear Millionaire Smarts® Members,
Our topic this month is Get out of Your Way and Prosper with our expert guest, Dr. Gene Landrum. Dr. Gene's newest book is called ***Icons and Con Artists-Success comes in Cans, and Failures comes in Can Nots.*** He was inspired to write the book based on his 20 years in Silicon Valley. He knew Steve Jobs and hung out with the guy who invented Pong and who started Atari, and had lunch once with Bill Hewlett of Hewlett Packard. He noticed that all of these Icons, these game-changing people, were all different than "normal" people, but in a very similar way. Dr. Gene notes that these similar differences are the reason they changed the world. While most people are worried about fitting in and being part of society, icons are creative because they're different.

Dr. Landrum has graciously given the Millionaire Smarts® members the right to personally have the following excerpt from his book ***Empowerment***. This excerpt is for your personal use only. No reprint permission is given.

Do You Fit In?

Have you ever felt that you didn't fit in? When you were in high school or college, did you feel excluded from the "in group" –that inner circle of people at the center of a social microcosm around whom everyone else was in orbit? Have you sometimes wondered why you weren't accorded by your colleagues a level of respect that you deserve? Have your opinions and perspectives often been at odds with those around you? If your answer to any of these questions is "yes," then you are in good company. Most of the world's eminent in all walks of life, were significantly different from others. They were different in their personalities, beliefs, behaviors and perspectives, and it was this difference that spawned their exceptionality. The superstars in sports were virtually all renegades who differed dramatically from the norm, destroying accepted beliefs and creating new paradigms that changed forever the nature of their enterprise.

In most cases, the potential of these superstars was not recognized until they reached exceptional levels of achievement; in many cases their opinions and aspirations were ridiculed, and in some cases, they, themselves, were persecuted for their difference. En route to eminence, these renegades faced opposition, discrimination and denigration. Their ability to persevere was empowered by regarding their difference as an asset, rather than a liability. They trusted their instincts and marched to the tune of their own drummer. Valuing their difference from others enabled them to push through adversity and reach new heights never before imagined. In so doing, they blazed the trail for the generations to follow, leaving their footprints in the sands of time.

What Drives Us to Fit In?

From the time we are born, society gives us guidelines to follow, indicating which behaviors are acceptable and which are unacceptable. Ralph Waldo Emerson explained in his *Essays: First Series:*

Society everywhere is in conspiracy against the manhood [and womanhood] of every one of its members...The virtue in most request is conformity. Self-reliance is its aversion. [Society] loves not realities and creators, but names and customs.

Childhood educator and psychologist Paul Torrance said, "Most kids begin life with a creative spark, but have it knocked out of them by the 4th grade." Schools, like most institutions, promote the status quo. Don't rock the boat. Sit and do what I say. Don't be different. If you aren't prepared to program your own journey, it will be programmed for you and that program is for journeys into orthodoxy and conventionality.

By the time they reach puberty, most children have become accustomed to surrendering their individuality to the collective will. We see this most transparently in the behavior of adolescents in their peer group. Insecure in their quest to assert their independence from the adult world, these youngsters follow slavishly the behaviors and fashion dictates of a harshly judgmental and ruthless peer group. It's a mini-society, not unlike that depicted in Golding's *Lord of the Flies*, that punishes difference with ostracism, ridicule and sometimes violence. These pre-teens and teenagers learn quickly what brand names are acceptable in clothing and what behaviors are considered "cool." Individuals violate these norms at their own peril.

Submission to group norms follows these adolescents into adulthood, residing quietly beneath a veneer of confidence as they age.

At What Price?

With the gradual accumulation of relationships and material possessions comes an increased vulnerability that is felt as a deep-seated fear. It is a fear of losing the money and the material possessions that have become the surrogate for one's original goals and aspirations. It is a fear that is gradually transformed into a dull pervasive ennui that is linked to the potential loss of the love of a spouse, parent, child or friend-and ultimately, the loss of self-esteem. This is the conundrum that Bernard Levin, columnist of the *Times* of London, expressed:

> *Countries like ours are full of people who have all the material comforts they desire, yet lead lives of quiet (and at times noisy) desperation, understanding nothing but the fact that there is a hole inside them and that however much food and drink they pour into it, however many motorcars and television sets they stuff it with, however many well-balanced children and loyal friends they parade around the edges of it...it aches.*

The gradual surrender of one's individuality brings with it a benign acceptance of imposed limitations and an abandonment of the hopes and dreams of youth. The idealism and optimism seen in early life eventually give way to the pessimism and cynicism evident in the later years, taking with it the passion that makes life exciting. The jaded and disillusioned are the people Henry David Thoreau observed 150 years ago when he said, "The mass of men lead lives of quiet desperation." In trading their individuality for comfort, the masses have lost the very passion for life that is needed for high achievement and, more importantly, the joy that psychologists call *self-actualization.* Very few people escape this enculturation and even fewer march to the tune of their own drummer. Why do so few people escape the early indoctrination that dooms them to an unfulfilled life?

Abnormal Deeds are Done by Abnormal People

Normal people achieve normally and abnormal people achieve abnormally. This is a fundamental truth: to be special, we must be different. Abnormal people are those who are abnormally driven, abnormally tenacious, abnormally competitive, and abnormally passionate. If you aren't willing to go where the pack isn't, you are not likely to make your mark in the world and you will become part of the pack.

What differentiates the superstar from the also-rans is freedom of thought and action. Superstars are less constrained by inner limits to their success. Jim Thorpe and Babe Didrickson Zaharias, two of the greatest athletes who ever lived, never questioned their ability, or put any limit on their achievements. Both were free spirits who wandered unfettered and unsupervised as children. Thorpe ran away from home at a very young age and spent months alone in the wilderness. Who could have imagined that this solitary rebel who resisted structure and instruction would reach the highest levels of success in Olympic track and field? Babe Zaharias also grew up unfettered, running away from her Texas home for the circus in California when still a teen and indulging her appetite for risk by jumping off moving freight trains. The Texan Tornado bowled 200 the first time she tried because she saw no limits. When banned from playing amateur golf, she shrugged and went on tour playing exhibitions.

Superstars transcend the norm both mentally and emotionally. All have a prescient sense of destiny without limits. They don't know they *can't*, so consequently they *do.* Such a mental fix outside reality allowed Babe Ruth to hit not only more home runs than anyone ever though possible but to hit more than almost every other entire team in the American League.

The Renegade Attitude

The eminent in almost every field of human endeavor are those who march to the tune of their own drummer. These super-achievers are renegades who live life in the edge, energized and empowered by their unrelenting struggle toward their goals. They are never predictable. When it is noon, traditionalists want to eat; the eminent may eat if it fits their fancy. Sunday night is a

time for rest and relaxation for most, but for the superstar, Sunday night is just one more opportunity to hone skills. When opportunity strikes, the superstar will be there, willing to play the game no matter the time or day.

Homework from Lee:

Reread this report several times and ask yourself what differentiates you from others in your field? How are you now questioning your abilities or putting limits on your future achievements? YOU can reach the highest levels of success if you can answer these very deep inner questions.

Your Mindset and Performance Coach,
Lee Milteer

P.S. Go to the membership site this month and download your free gift: Hidden Secrets of Manifesting. In this free report, transcript, and audio ($197 Value) from Lee Milteer, you'll discover 5 specific prosperity strategies for easily removing mental, emotional, and physical "things" from your life so you can attract more life energy and clarity for success.

P.S. #2 Remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, Newsletter Guru Jim Palmer, and Sales Coach Steve Clark.

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